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FEBRUARY 2022

To the Honorable Board Members of the Ohio Commission on Hispanic/Latino Affairs

During February, we launched the grant opportunity for the Latino Mental Health Navigator Project. Health Committee Chair Beth Guzman, Isaac Baez, MPH., CDE.; Elijah Jones MSW, LSW, C.CHW, and Executive Director Cavanaugh served as grant reviewers. Director Cavanaugh continues regular updates with OhioMHAS on the grant implementation with the next step being the grant notifications and letters of agreement to be sent out to the programs. It is expected that most programs will start during the first week of March.

Director Cavanaugh met with the Ohio Opioid Education Alliance for a debrief on their new campaign for 2022 entitled “Beat the Stigma” to highlight the fact that many of these stigmas keep people from getting the help they need. As a partner to the Alliance, the commission is being asked to assist in supporting this year’s campaign with a plan to be developed to reach the Latino community. An updated collaboration agreement with the new program will be presented to the board in the March board meeting for review and approval. More information about this program is found at beatthestigma.org. Additionally, Director Cavanaugh met with Dr. Angela Gutierrez from Ohio University to discuss the need for a Promotoras de Salud (community health workers) program in Ohio. Dr. Gutierrez is very experienced in this area having done work on the West Coast. We are hopeful she will support our research efforts in this area as we begin exploring potential funding opportunities in the near future.

We are also pleased to announce that the upcoming webinar with the Bureau of Workers Compensation is scheduled for April 5, 2022 from 8:00-10:00 am as a virtual event. The topic will be “Keeping Your Agricultural Workforce Healthy and Safe.” and will focus on the occupational hazards in the agricultural industries, characteristics of the workforce and factors that increase safety and health vulnerability for the Latino Workforce. The



event will be promoted through the BWC and our social media.

We continue to participate in meetings regarding the Haitian community in Springfield, Ohio. There are different social service agencies and state/city agencies involved in assisting this community. One of the most pressing needs at this time is the lack of interpreters and translators who can work with agencies to meet some of the most pressing needs in this community.

On the administrative front, Director Cavanaugh met with the Executive Committee to provide a financial overview to the board and report on the under-spending due to decreased outreach activities in the Commission. Staff members have received their new laptops which will help greatly in their virtual work activities as well, and the team will return to a hybrid work schedule with each staff member spending one day a week at the office and four days a week working from their home offices. In this way, we ensure the office is covered by a staff member every day of the week. We are also pleased to welcome Anthony Aikins from the Ohio State University who joins Emma Young as our two interns this semester. They will be working in the Latino Community Network Program with Adaku in Social Media and Mary Grace Sanchez, our Community Liaison.

Meetings Attended:

01 Feb—Chair Manuel Lopez, Debrief
 02 Feb—Tif Huber, Dept. of Health, Haitian Community
 01 Feb—Otterbein University President's Advisory Council on Race
 02 Feb—Trauma Informed Care Advisory Group Meeting
 02 Feb—Jessica Sutton, Latino Mental Health Navigators
 02 Feb—Tif Huber, Dept. of Health, Equity Debrief
 03 Feb—Jimmy Lump, Ohio Opioid Education Alliance
 04 Feb—Executive Committee, OCHLA, Board Retreat Planning
 04 Feb—Norma Sheppard, Catholic Social Services, Miami Valley (Dayton)
 04 Feb—Barbara Boone, OSU Family Outreach Program
 07 Feb—Dr. Marilyn Sampilo, Cleveland Clinic
 08 Feb—Tif Huber, Dept of Health, Data Project
 08 Feb—Brian Smith, dinCloud Overview
 09 Feb—Anthony Aikins, OSU
 09 Feb—Chair Manuel Lopez, Debrief
 09 Feb—Jamie Carmichael, Ohio Dept. of Health
 10 Feb—Health Equity Interagency Workgroup
 10 Feb—Jen Trasher, Boards and Commissions Administrative Meeting
 10 Feb—Jeannette Horwitz, Welcome Dayton
 10 Feb—Dave Matos, Unaccompanied Children
 10 Feb—Dr. Angela Gutierrez, Ohio University
 11 Feb—David Constantino, BWC
 11 Feb—School Based Health Care in Ohio Webinar



14 Feb—Executive Committee, Board Retreat Planning
16 Feb—Steve Holton, State of Ohio IT Dept. Website support
16 Feb—Francisco Gonzalez, Regional Council of Carpenters
16 Feb—Jose Salinas, OMEC
17 Feb—Janine Burnside, Human Resources DAS
17 Feb—Regina Betanzo, Mexican Consulate
17 Feb—Latino Mental Health Navigator Grant Review
18 Feb—FALCON Networking Meeting
21 Feb—Holiday
22 Feb—Malaika Brewer, OhioMHAS
22 Feb—Reem Aly, GroundworkOhio.Org
22 Feb—The Color of Education: Students of Color Advocate for their Needs (Webinar)
22 Feb—Chair Manuel Lopez, Debrief
22 Feb—Victor Leandry, Thelma Cruz, El Centro de Servicios Sociales
23 Feb—Hugo Barragan, OSU Student
23 Feb—Anthony Aikins, OSU Student
23 Feb—Steven Blalock, OSU Honors Program
23 Feb—Toledo Latino Alliance of Northwest Ohio Meeting
24 Feb—Clark County Latino Coalition Meeting
24 Feb—Keynote, OSU OLE Presentation
24 Feb—Beth Binkley, Americorps Vista
25 Feb—Debrief with Mr. Ron Todd and Latino Leaders
25 Feb—Debrief with Mr. Ron Todd, API and New African Commission
25 Feb—Dr. Marilyn Sampilo and Isa Velez Cheverria, Latino ATTC
28 Feb—Tony Ortiz, Vicky F., El Puente Educational Center, Dayton.

Public Policy Center (PPC) Report

Carly McCain, Public Policy Officer

Summary of Successes:

-**LCR on Demographic Shifts Outreach Strategy:** Continued reaching out to Legislative Aides in Ohio General Assembly offices to let them know of findings there and that we are here to serve as a resource for their constituents and local organizations. Presented on this LCR with Executive Director to the Ohio Department of Health and network of health providers.

-**Legislation Tracked:** General information on bills tracked is available on the [Public Policy Legislative Updates Page](#).

-**Public Policy Center Update:** Published a February 2022 PPC Update regarding redistricting, the Ohio primary election, legislation, and civic engagement resources.



-**Advocacy 101 Presentation:** Presented civic education presentation to 2 organizations.

-**PPC Website Page:** Working with Adaku to revamp the Public Policy Center section of our website and producing informational content to post on social media to reach more constituents.

Meetings Attended:

2/4: Ohio Department of Health presentation preparation with Lilly

2/7: Latino Civic Alliance Legislative Visit Day

2/9: Meeting with Julia de Burgos Center

2/9: Ohio Department of Health presentation with Lilly

2/10: Advocacy 101 presentation to Cleveland Clinic residents

2/10: Debrief with Dave Matos

2/11: Advocacy 101 presentation to Latino Health Collaborative

2/16: Ohio Department of Aging stakeholders meeting

2/24: Ohio English learners cost study meeting

Latino Community Network (LCN) Report

Mary Grace Sanchez, Community Liaison

During the month of February the Community Liaison continued to build and expand the MailChimp , bi-weekly newsletter content and audience and attended a variety of different community Latino Networking meetings. The numbers of constituent inquiries has increased slightly since the new Community Liaison cell-phone number has been activated. Early in the month we onboarded a new intern to assist in the Social Media area for the course of the Spring semester. The Attorney & Lawyer Directory has been updated for 2022. The LCN has continued to work alongside the Social Media Coordinator to build a robust calendar of social media content, including our CDC and Department of Health Fishing Education social media campaign. Additionally, the Community Liaison has continued to learn about the Commission's programs and building relationships with the community.

Connecting the Community: Information and Resources

Latino Networking Meetings: The commission participated in three of the statewide networking meetings: NOAHH Meeting, Clark County Latino Coalition Meeting, and the Latino Network of Butler County. Mary Grace continues to update the calendar for all 2022 Latino Networking Meetings and saved it on the One Drive to keep track of who will be attending every meeting throughout the year.

Job Opportunities: We have continued to work with Adaku to promote the Job Opportunities page.



Constituent Services: There were 12 constituent inquiries received in January.

Intern/Volunteers: There are two student volunteers who are completing their Spring Semester internship with the Latino Affairs Commission.

Translations: No outside translations were completed this month, only internal social media content was translated.

Summary Connecting the Community: Information and Resources

	Jan 2022	Feb 2022	Mar 2022	Apr 2022	May 2022	June 2022	July 2022	Aug 2022	Sept 2022	Oct 2022	Nov 2022	Dec 2022
Constituent Inquiries:	15	12										
Translations	1	0										
Job Opportunities posted	31	30										

Meetings Attended:

Feb. 3—Planning Meeting for the February Latino Networking Meeting
 Feb. 4—Intern Projects Debrief
 Feb. 4—Latino Affairs Commission - Catholic Social Services Introduction
 Feb. 9—Anthony Aikins, OSU Student - Potential Internship Conversation
 Feb. 14—OCHLA Retreat Planning Meeting
 Feb. 15—NOAHH Meeting
 Feb. 16—Latino Network of Butler County
 Feb. 16—OCHLA (Latino Affairs Commission) Website Issues
 Feb. 16—Onboarding Anthony Aikins
 Feb. 16—Follow-up with Representative Carpenters Union
 Feb. 24—Clark County & Welcome Springfield Latino Coalition

Social Media Outreach and Engagement:

[Adaku Onwuka](#), Social Media Coordinator

In February, we focused on the first Hispanic Impact Campaign profile for the year featuring [Rosa Beltre](#) which will be launched in the first week of March. Rosa is the Executive Director of the Ohio Alliance to End Sexual Violence, a non-profit that seeks to deconstruct cultural norms of sexual violence and provide support for victims and survivors.

Website Updates— We continue to update the Public Policy Center pages and add more content as needed. This month, we specifically tracked OCHLA's job opportunities page and postings with the following insights: 57 pages views between 2/1/2022 - 2/28/2022 . In social media, the page was promoted via postings: 2 (1 every 2 weeks) - 123 total impressions with an effective



engagement rate: 3.75%.

Social Media Engagement—We launched our first campaign with the CDC Milestone App (a collaboration with the University of Cincinnati). The insights for this campaign were impressive with engagement rates over 1% across all Social Media platforms, which indicates great engagement with that content specifically among our audience. There were postings (1 every 2 weeks) - 123 total impressions, engagement rate: 3.75%. These insights are indicative of great engagement among our audience with this information illustrates its importance to the community. Over all our social media engagement continues to grow over the last 2 months with double the engagement across all platforms. The course of action to keep this momentum going is to continue being active and engaged across all social media platforms.

Job Opportunities Page— Continue to grow and promote the Job Opportunities Page. There were 30 new jobs promoted this month.

Social Media and Website Statistics Report

Outlet	Data Measured	January	February	March	April	May	June
Facebook	Page Likes	1,400	6589				
	Followers	3,400	3,400				
	Impressions	95	204				
Twitter	Followers	1101	1101				
	Profile Visits	363	628				
	Mentions (from other orgs)	4	4				
Instagram	Followers	904	904				
LinkedIn	Followers	218	218				
OCHLA Website	Total Views	5,029	6,367				
	# of visitors	726	767				
Job Postings	Submitted	31	30				

Respectfully submitted,

